



Lead Generation for REAL

In Real Estate Coaching Essentials, you will learn:

1. Why implementing the 'Spokes in the Wheel' model will make you more money, more consistently than anything else you have learned so far.
2. About what different types of lead generation are available to you so you can choose what's right for you and your market.
3. How much time and/or money each lead generation source costs.
4. Which sources of lead generation are fastest and most effective.
5. How to implement every type of effective lead generation out there.

Goal: Your goal is to create predictable and consistent income, month in and month out. The amount of income is determined by your Treasure Map results. If you didn't complete your Treasure Map, go back to Level 1 and get it done.

Secret: You must master Relentless Lead Follow Up BEFORE you implement more lead generation (unless you haven't got any leads to follow up on, which is unlikely unless you're a new agent). If you have yet to master your lead follow up skills, review and implement what you learned in that section of this program. Why would you add more leads if you're not following up on what you have already? If you follow up but get no results (appointments), you must work on your skills with lead follow up scripts!

Myth: If you find one good source of lead generation, you can achieve consistent monthly income.

Fact: You must identify, implement, and systematize a minimum of eight different lead generation systems to achieve **predictable** monthly income and avoid the 3am Real Estate Night Sweats.

Spokes In The Wheel Model

Ordinary agents believe that if they just buy one more whiz-bang, promised-to-be-fantastic, probably online lead generation widget, that all their cash flow issues will be solved forever. So how does that usually work out? Months later, they see miscellaneous unidentifiable charges on their Visa card, wondering where those leads are or what that company even does? Money and time lost are the real results. Let's make a commitment to stop that. We only teach you things that actually **work**, that have been **proven** to work, and have a logical way to implement.

Spokes?

Imagine you're riding a bicycle through the park. Your bike isn't really anything special, but it works. On this particular bike, the front wheel has one or maybe two spokes. For this reason you can't go very fast, but you get by.

You're riding along and noticing the scenery when you hit a small rock in your path. What happens? The front wheel gets mangled and you wipe out. Why did that happen? A bicycle that has wheels with only one or two spokes doesn't make a very good bicycle.

So after your wipe out you go back to the shop and invest in better wheels that have tons of spokes. When you talk to the bike guy, he recommends that since you're investing in more spokes, you should consider buying titanium ones because they're the best and you can count on them. You'll go faster, be safer, and travel farther.

Now you're on your upgraded bike with all the strong spokes. You go to the park and this time you can actually go on the more scenic, more challenging trails without worry. You run over countless small stones, bigger rocks, and even sail right over fallen twigs with no problem at all. Why? It turns out having multiple strong spokes really does get you further, safer, and faster. It took some time and investment, but now you can go wherever you want.

How does this relate to your real estate practice?

Spokes are like the pipelines of business. Rocks in the road are things like the real estate recession, any type of change in your market, higher interest rates, an unexpected illness, relocation of your family, or any other small or large 'hiccup' that you have to deal with.

Ordinary agents rely on one or two pipelines (spokes) for their business, maybe three tops. Those spokes are almost always repeat or referral business. We call that 'luck' in real estate – it's not predictable. You can't tell me the day you'll get your next referral or when your next past client will call you and need to buy or sell. That's not a business, that's a hobby.

In this class, you will systematically build your spokes in your own Lead Generation Wheel. Your goal is to have a minimum of eight spokes in your wheel. All of these spokes are implemented at the highest level possible, systematized, scheduled, monetized, and polished. Once you have those, you will continue to make them better and more profitable. You may consider adding as many spokes as you need to have sustainable and predictable **cash flow**. That will be the end to your 'cash spurts' and your 3am Real Estate Night Sweats.

We'll leave you with that thought for now so you can get comfortable with it. Posted on this site you will find a list of lead generation spokes that we will be teaching throughout this coaching program. On each level past level 2, you'll get new lead generation systems, scripts, and coaching. Don't try to implement a new one until you've mastered the previous one. Remember that you're building a wheel here. Don't be a one-spoke-wonder. Those agents don't have consistent income. Are we clear about this?

Homework:

1. Go back to previous Levels and be 100% certain you have completed all homework assignments. Ask for help if you need it at the following: CoachTimHarris@Gmail.com or CoachJulieHarris@Gmail.com
2. Take a look at your past transactions. Identify where your leads have come from. Decide if those sources need to be systematized, improved upon, and made predictable. Are you operating based on luck or on systems? Be introspective so you'll know what to work on moving forward.
3. Identify all existing lead sources and follow up on 100% of those leads. You need to know what you already have set up, what's working and what's not.
4. Cancel any sources that aren't giving you leads, things like old websites you are paying monthly for, widgets and wadgets that you can't attribute commission checks to. You will learn quicker, more effective, and more sustainable lead generation in this program.